SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR SUPPORTING THE DELIVERY OF LOCALIZED CONTENT

ABSTRACT

A system, method and computer program product are afforded for providing localized content. Initially, an utterance representative of content is received from a user. Further, such utterance is transcribed utilizing a speech recognition process. A current location of the user is subsequently determined. Based on the transcribed utterance and the current location a database is queried for generating the content.